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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/440,557	11/15/1999	RANDOLPH B. LIPSCHER	800435	3106

7590 08/12/2003  
RECARÉ, INC  
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AUSTIN, TX 78767

EXAMINER

MORGAN, ROBERT W

ART UNIT PAPER NUMBER

3626

DATE MAILED: 08/12/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

**Notice of Abandonment**

Application No.

09/440,557

Examiner

Robert W. Morgan

Applicant(s)

LIPSCHER ET AL.

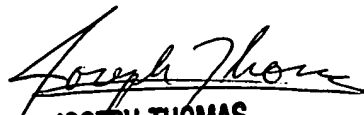
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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

This application is abandoned in view of:

1. ☒ Applicant's failure to timely file a proper reply to the Office letter mailed on 16 January 2003.
  - (a) ☐ A reply was received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the period for reply (including a total extension of time of \_\_\_\_\_ month(s)) which expired on \_\_\_\_\_.
  - (b) ☐ A proposed reply was received on \_\_\_\_\_, but it does not constitute a proper reply under 37 CFR 1.113 (a) to the final rejection.  
(A proper reply under 37 CFR 1.113 to a final rejection consists only of: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114).
  - (c) ☐ A reply was received on \_\_\_\_\_ but it does not constitute a proper reply, or a bona fide attempt at a proper reply, to the non-final rejection. See 37 CFR 1.85(a) and 1.111. (See explanation in box 7 below).
  - (d) ☒ No reply has been received.
2. ☐ Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTOL-85).
  - (a) ☐ The issue fee and publication fee, if applicable, was received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTOL-85).
  - (b) ☐ The submitted fee of \$\_\_\_\_\_ is insufficient. A balance of \$\_\_\_\_\_ is due.  
The issue fee required by 37 CFR 1.18 is \$\_\_\_\_\_. The publication fee, if required by 37 CFR 1.18(d), is \$\_\_\_\_\_.
  - (c) ☐ The issue fee and publication fee, if applicable, has not been received.
3. ☐ Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
  - (a) ☐ Proposed corrected drawings were received on \_\_\_\_\_ (with a Certificate of Mailing or Transmission dated \_\_\_\_\_), which is after the expiration of the period for reply.
  - (b) ☐ No corrected drawings have been received.
4. ☐ The letter of express abandonment which is signed by the attorney or agent of record, the assignee of the entire interest, or all of the applicants.
5. ☐ The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34(a)) upon the filing of a continuing application.
6. ☐ The decision by the Board of Patent Appeals and Interference rendered on \_\_\_\_\_ and because the period for seeking court review of the decision has expired and there are no allowed claims.
7. ☐ The reason(s) below:

  
**JOSEPH THOMAS**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 3800**

Petitions to revive under 37 CFR 1.137(a) or (b), or requests to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.

<b>Interview Summary</b>	Application No. 09/440,557	Applicant(s) LIPSCHER ET AL.	
	Examiner Robert W. Morgan	Art Unit 3626	

All participants (applicant, applicant's representative, PTO personnel):

- (1) Robert W. Morgan. (3) \_\_\_\_\_  
 (2) John R. Schell (Reg. No. 50,776). (4) \_\_\_\_\_

Date of Interview: 03 August 2003.

Type: a) ☒ Telephonic b) ☐ Video Conference  
 c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.  
 If Yes, brief description: \_\_\_\_\_

Claim(s) discussed: N/A.

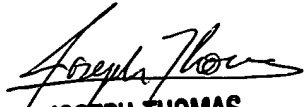
Identification of prior art discussed: N/A.

Agreement with respect to the claims f) ☐ was reached. g) ☐ was not reached. h) ☒ N/A.

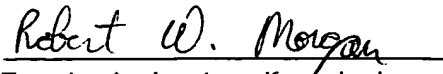
Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Mr. Schell indicated that no response to the Office Action mailed 1/16/03 was sent therefore, the case is abandoned.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

  
**JOSEPH THOMAS**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 3600**

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
 Examiner's signature, if required

## Summary of Record of Interview Requirements

### Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

### Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews

#### Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

#### 37 CFR § 1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner,  
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

#### Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

# Office Action Summary

Application No.

09/440,557

Applicant(s)

LIPSCHER ET AL.

Examiner

Robert W. Morgan

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 31 October 2002.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-77 is/are pending in the application.
- 4a) Of the above claim(s) 47-57 and 75 is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☐ Claim(s) \_\_\_\_\_ is/are rejected.
- 7) ☒ Claim(s) 1-46, 58-68, 72-74, 76 and 77 is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.  
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4. 6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Election/Restrictions*

1. This communication is in response to the restriction filed 10/31/02 in paper number 10, the following has occurred: Applicant makes an election on Group I which includes claims 1-46, 58-68, 72-74 and 76-77.

### *Claim Rejections - 35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-5, 7-10, 14-23, 26, 29, 58-59, 61-63, 65, 72 and 76-77 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,385,592 to Angles et al. in view U.S. Patent No. 6,018,713 to Coli et al.

As per claim 1, Angles et al. teaches a system and method for delivering customized advertisements to users of interactive device including computers connected to on-line services, interactive kiosks (reads on "a plurality of devices for enabling entry" and "display to the user"), interactive television system and the like (see: column 2, lines 49-62 and abstract). The system includes a consumer computer (10, Fig. 1) (reads on "a product information selecting computer"), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (reads on "a communications network for transmitting information") (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12,

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Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28). Additionally, Angles et al. teaches that the advertisement provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) and an accounting database (72, Fig. 4) (reads on "database for storing information connected to consumer's computer") (see: column 13, lines 34-47 and column 15, lines 32-43).

Angles et al. fails to teach the targeting of healthcare related information and healthcare product information to a computer user.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47).

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to include the advertisement of drug treatment and medical devices as taught by Coli et al. within the delivery of customized advertisements as taught by Angles et al. with the

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motivation of trying to successfully promoting a product or service to a targeted audience according a user profile.

As per claim 2, Angles et al. teaches a system and method for delivering customized advertisements to users of interactive device including computers connected to on-line services, interactive kiosks (reads on “a plurality of devices for enabling entry” and “display to the user”), interactive television system and the like (see: column 2, lines 49-62 and abstract). The system includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1) (reads on “a advertising selecting computer”), which communicate with each other by use of a communication medium (20, Fig. 1) (reads on “a communications network for transmitting information”) (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer’s profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (reads on “advertising selecting computer compares related information to the advertising information and selects advertising information for display to the user”) (see: column 7, lines 65 to column 8, lines 28). Additionally, Angles et al. teaches that the advertisement provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) and an accounting database (72, Fig. 4) (reads on

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“database for storing information connected to consumer’s computer”) (see: column 13, lines 34-47 and column 15, lines 32-43).

Angles et al. fails to teach the targeting of healthcare related information and healthcare product information to a computer user.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user’s computer (see: column 7, lines 25-47).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claim 3, Angles et al. and Coli et al. fails to explicitly teaches healthcare related information comprises information received from a healthcare group consisting of healthcare providers, patients, healthcare service organizations, pharmaceutical companies, healthcare product and service vendors, pharmacies, medical facilities, healthcare information services, medical record databases, government agencies, non-profit organizations, health research organizations and billing companies.

However, Angles et al. and Coli et al. teach a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office computers (202, 204, 206, 208, Fig. 2) that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see:

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Coli et al.: column 4, lines 25-35, column 9, lines 4-22 and abstract). The Examiner considers modifying the hospital and physician office to include the above mentioned healthcare group an obvious modification to system of Angles et al. and Coli et al.

One of ordinary skill in the art at the time the invention was made would have found it obvious to include a healthcare group consisting of healthcare providers, patients, healthcare service organizations, pharmaceutical companies, healthcare product and service vendors, pharmacies, medical facilities, healthcare information services, medical record databases, government agencies, non-profit organizations, health research organizations and billing companies within the system as taught by Angles et al. and Coli et al. with the motivation of receiving information from a number of people in the medical community to better target advertisement more suited to their profession.

As per claim 4, Angles et al. teaches database of stored non-healthcare related information connected to the advertising selecting computer wherein the selecting computer compares the healthcare related information and the non-healthcare information to the advertising information and selects advertising information for display to the user that is related to the non-healthcare information. This feature is met by the consumer computer (12, Fig. 1) that communicates with the content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based on the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (reads on "advertising selecting computer compares related information to the advertising information and selects advertising information for display to the user") (see: column 7, lines 65 to column 8, lines 28). Angles et al. further teaches that the advertisement

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provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) and an accounting database (72, Fig. 4) (reads on “database for storing information connected to consumer’s computer”) (see: column 13, lines 34-47 and column 15, lines 32-43).

As per claim 5, Angles et al. teaches that at least one of the pluralities of devices is a wireless portable computer device (see: column 10, lines 43-48).

As per claim 7, Angles et al. teaches a system that includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (see: column 7, lines 60-64).

Angles et al. fails to the advertising selecting computer constructs a medical record for a patient using healthcare information selected from at least one of the healthcare group and transmits the medical record via the communications network to a computer user.

Coli et al. teaches an advertising process that begins when recent test result values are compared to information in a database, using an expert system based on patient demographics, medical history, and the available test results, whether any of the values are abnormal or whether the patient record indicates a potential need for particular medical items. If the patient records indicates a need for particular medical item or drug an advertisement for a drug or other medical device is selected and transmitted to the physician or hospital computers (see: column 16, lines 40-55).

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The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claims 8-10, Angles et al. teaches a system includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28).

The system of claim 2 further comprising the advertising selecting computer transmits a pharmaceutical advertisement to at least one of the plurality of devices for display via the communications network and in response to a healthcare provider user selecting the displayed pharmaceutical advertisement, a prescription for a patient is initiated.

Angles et al. fails to explicitly teach transmitting pharmaceutical advertisement in response to a healthcare provider user selecting the displayed pharmaceutical advertisement, a prescription for a patient is initiated and automatically created as well as initializing parameters of the prescription to values based on patient medical information.

Coli et al. teaches an advertising process that begins when recent test result values are compared to information in a database, using an expert system based on patient demographics, medical history, and the available test results, whether any of the values are abnormal or whether the patient record indicates a potential need for particular medical items. If the patient records

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indicates a need for particular medical item or drug an advertisement for a drug or other medical device is selected and transmitted to the physician or hospital computers (see: column 16, lines 40-55).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claim 14, Angles et al. teaches a consumer computer (12, Fig. 1) that communicates with the content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based on the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28). Angles et al. further teaches that the advertisement provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) (reads on "product information database") and an accounting database (72, Fig. 4) (see: column 13, lines 34-47 and column 15, lines 32-43).

Angles et al. fails to teach displaying targeted healthcare product information to a computer user relating to the medical information comprising a medical information database including patient medical information.

Coli et al. teaches a server computer programmed to store patient test data records in a database such as patient ID, test ID, date, observed values, and additional notes (see: column 7, lines 49-57. In addition, Coli et al. teaches a patient database (214, Fig. 2) that selectively

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generates longitudinal medical reports (216, Fig. 2), and performs test ordering functions (218, Fig. 2), real time results reporting (220, Fig. 2), and intelligent physician alerting and decision support functions (222, Fig. 2) as appropriate in response to requests from computers (202, 204, 206, 208, Fig. 2) (see: column 9, lines 35-40).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claim 15, Coli et al. teaches a client computer that is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47). The Examiner considers the computer users to be group consisting of a patient and a healthcare provider.

As per claims 16-18, Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract).

As per claims 19-23, Coli et al. teaches a server computer programmed to store patient test data records in a database such as patient ID, test ID, date, observed values, and additional notes (see: column 7, lines 49-57. In addition, Coli et al. teaches a patient database (214, Fig. 2) that selectively generates longitudinal medical reports (216, Fig. 2), and performs test ordering functions (218, Fig. 2), real time results reporting (220, Fig. 2), and intelligent physician alerting and decision support functions (222, Fig. 2) as appropriate in response to requests from computers (202, 204, 206, 208, Fig. 2) (see: column 9, lines 35-40). Additionally, Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of

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medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). Furthermore, a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47). The Examiner considers the data received and the information requested by the user's computer regarding the display of an advertisement and product information to the users to also include a group consisting of health care provider information, patient medical records, patient prescription records, patient entered information, medical test ordering and test result records, and health information.

As per claims 26 and 29, they are rejected for the same reasons set forth in claim 19.

As per claim 58, Angles et al. teaches a system and method for delivering customized advertisements to users of interactive device including computers connected to on-line services, interactive kiosks, interactive television system and the like (see: column 2, lines 49-62 and abstract). The system includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28).

Angles et al. fails to teach targeting healthcare product information and transmitting the display to a patient.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per clam 59, Angles et al. and Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: Coli et al.: column 4, lines 25-35 and abstract). In addition, Angles et al. and Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: Coli et al.: column 7, lines 25-47). Angles et al. and Coli et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: Angles et al.: column 7,

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lines 65 to column 8, lines 28). The Examiner considers the consumer's profile to be based on user-entered data that could be patient-entered.

As per claim 61, Angles et al. teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: Angles et al.: column 7, lines 65 to column 8, lines 28). The Examiner considers the consumer's profile to be based on user-entered data that could be patient-entered.

Angles et al. fails to teach customizing information on the display based on the patient medical information, the healthcare provider information and the patient-entered data.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claim 62, Angles et al. teaches a system and method for delivering customized advertisements to users of interactive device including computers connected to on-line services, interactive kiosks, interactive television system and the like (see: column 2, lines 49-62 and

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abstract). The system includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28). Additionally, Angles et al. teaches that the advertisement provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) and an accounting database (72, Fig. 4) (see: column 13, lines 34-47 and column 15, lines 32-43).

Angles et al. fails to explicitly teach access through a global communication network and displaying targeted healthcare product information including creating patient medical records.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47). Furthermore Coli et al. teaches at block 1710, that the computer using a communications network, such as the internet or a private

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network is used to create a complete cumulative results reporting record for that patient (see: column 18, lines 3-8).

The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

As per claim 63, it is rejected for the same reasons set forth in claim 19.

As per claim 65, it is rejected for the same reasons set forth in claim 19.

As per claims 72 and 76-77, Angles et al. and Coli et al. all use a computer system with software to run all the programs performed on the system (see: Angles et al.: column 3, lines 21-30 and Coli et al. column 9, lines 4-17).

4. Claims 6, 11-13, 45-46 and 66-68 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,385,592 to Angles et al. in view of Official Notice.

As per claim 6, Angles fails to explicitly teach the devices are selected from the group consisting of web TV devices, personal digital assistant devices, personal computers, handheld portable computers, portable computers, wireless telephone devices and wireless personal access devices.

However, Angles et al. teaches that the consumer computer (12, Fig. 1) could be a computer workstation, a local area network of computer, an interactive television, an interactive kiosk, a personal digital assistant, an interactive wireless communications device or the like (see: column 10, lines 43-48). It is well known in the computer industry to use the above-mentioned devices to communicate with a network. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to include the above-mentioned devices

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within the delivery of customized advertisements as taught by Angles et al. with the motivation of providing appropriate means for user to communicates via a network.

As per claims 11-12, Angles et al. teaches the use of an advertising module (62, Fig. 4) that determines the appropriate amount to debited or credited to accounts of the content provider, customer and advertiser for viewing an advertisement and then stores the advertising audit information in the accounting database (72, Fig. 72) (see: column 21, lines 9-36 and Fig. 8).

Although Angles et al. fails to explicitly teach calculating a revenue amount to be paid to the healthcare provider for using the computer system and referring patients to a health information website. It is well known in the medical industry that a fee is paid by the users ("healthcare provider") to the advertiser for directing individuals ("patient") to particular website with the useful information of a product or service. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to calculate a revenue amount for referring patient to website within the delivery of customized advertisements as taught by Angles et al. with the motivation of providing relevant and significant information to an individual informing him of the new or improved product or service.

As per claim 13, Angles et al. teaches a wide range of interactive communication mediums such as interactive television networks, telephone networks, wireless data transmission systems, two-way cable systems, customized computer networks, interactive kiosk networks, automatic teller machine networks, and the like (see: column 9, lines 37-43).

Although Angles et al. fails to teach a communications network selected from the group consisting of a global communications network, a communications inter-network, a wide area

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network, a local area network, a wireless telephone network, a satellite network, an interactive television network and a cable network.

It is well known in the computer industry that the above-mentioned networks are used to connect a group of computers using a communication medium such a modem. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to include a group consisting of the above mentioned networks within the delivery of customized advertisements as taught by Angles et al. with the motivation allowing a high volume of computers to transmit and receive information via a high speed network.

As per claims 45-46, Angles et al. teaches the use of an advertising module (62, Fig. 4) that determines the appropriate amount to debited or credited to accounts of the content provider, customer and advertiser for viewing an advertisement and then stores the advertising audit information in the accounting database (72, Fig. 72) (see: column 21, lines 9-36 and Fig. 8).

Although Angles et al. fails to explicitly teach prioritizing pharmaceutical advertisement display order according to an amount of revenue received for displaying each pharmaceutical advertisement. It is well known in the medical industry that a fee is paid by the users to the advertiser for directing the user to a website including pharmaceutical information of that company's particular product or service. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to calculate a revenue amount for referring patient to website within the delivery of customized advertisements as taught by Angles et al. with the motivation of providing relevant and significant information to an individual informing him of the new or improved product or service.

As per claims 66-68, they are rejected for the same reasons set forth in claims 11-12.

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5. Claims 24-25, 27-28, 60 and 73 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,385,592 to Angles et al. and U.S. Patent No. 6,018,713 to Coli et al. in view of Official Notice.

As per claim 24, Angles et al. and Coli et al. teaches a patient medical record comprises information selected from the group consisting of a patient's medical condition, allergies, medications, physical examination results, test orders and results, health insurance enrollment and selected pharmacy (see: Coli et al. Fig. 11).

Although Angles et al. and Coli et al. fail to teach all of the above-mentioned patient medical record, it is well known in the medical field to include a patient medical record comprises a group consisting of a patient's medical condition, allergies, medications, physical examination results, test orders and results, health insurance enrollment and selected pharmacy within patient's medical record. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to include a group consisting of the above mentioned patient medical record within the system taught by Angles et al. and Coli et al. with the motivation of receiving accurate patient information to better inform the patient about advertisements regarding a particular product or service.

As per claim 25, Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office (reads on "using patient medical information and healthcare provider information collected from at least one of a plurality of sources") that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display

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advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47).

As per claim 27, Coli et al. teaches the claimed product advertisements comprise pharmaceutical advertisements. This feature is met by the network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment (pharmaceutical advertisement) or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract).

As per claim 28, Angles et al. teaches the claimed at least one of the plurality of sources comprises collected user entered data and user actions as a user navigates through an electronic web page display (see: column 7, lines 65 to column 8, lines 5).

As per claim 60, Angles et al. and Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: Coli et al.: column 4, lines 25-35 and abstract). In addition, Angles et al. and Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: Coli et al.: column 7, lines 25-47). Angles et al. and Coli et al. teach a wide range of interactive communication mediums such as interactive television networks, telephone networks, wireless data transmission systems, two-way cable systems, customized computer networks, interactive kiosk networks, automatic teller machine networks, and the like (see: Angles et al.: column 9, lines 37-43).

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Although Angles et al. and Coli et al. fail to teach a communications network selected from the group consisting of a global communications network, a communications inter-network, a wide area network, a local area network, a wireless telephone network, a satellite network, an interactive television network and a cable network.

It is well known in the computer industry that product information is transmitted and display to a user via a global communications network. Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to include a global communication network to display product information with the system as taught by Angles et al. and Coli et al. with the motivation allowing a high volume of computers to transmit and receive information via a high speed network.

As per claim 73, Angles et al. and Coli et al. all use a computer system with software to run all the programs performed on the system (see: Angles et al.: column 3, lines 21-30 and Coli et al. column 9, lines 4-17).

6. Claims 30-44, 64 and 74 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,385,592 to Angles et al. and U.S. Patent No. 6,018,713 to Coli et al in view of U.S. Patent No. 5,845,255 to Mayaud.

As per claims 30-32, Angles et al. and Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: Coli et al.: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display

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advertising and product information after receiving a request the user's computer (see: Coli et al.: column 7, lines 25-47).

Angles et al. and Coli et al. fail to teach initiating an electronic prescription for the drug for a patient.

Mayaud teaches an electronic prescription creation system for physician which can be transmitted across a network for fulfillment by a specified pharmacy according to the patient drug benefit plan (see: column 27, lines 30-50).

One of ordinary skill in the art at the time the invention was made would have found it obvious to include the prescription management system as taught by Mayaud with the system of Angles et al. and Coli et al. with the motivation of reducing prescription cost to the patients and to their drug benefit management company or government agency (see: Mayaud: column 4, lines 25-29).

As per claim 33, Mayaud teaches the claimed initializing parameters of the prescription to values based on the patient medical information (see: column 20, lines 50-67).

As per claim 34, Mayaud teaches the claimed electronic prescription is electronically sent to a patient-selected pharmacy. This limitation is met by the electronic prescription creation system for physician, which can be transmitted across a network for fulfillment by a specified pharmacy according to the patient drug benefit plan (see: column 27, lines 30-50).

As per claim 35, Mayaud teaches that if the prescription contains at least one refill, at least one prescription refill is not sent to the patient-selected pharmacy and is electronically stored for the patient. This feature is met by the electronic prescription system using the Refill field (100, Fig. 3) that shows the number of refills permitted as well as back calculating refills

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(see: column 26, lines 31-60). The Examiner considers the refill field that stores the number of refills capable of not sending a prescription to the pharmacy if there is only one refill left.

As per claim 36, Mayaud teaches the claimed electronically stored prescription refill is sent to the patient-selected pharmacy upon request of the patient (see: column 27, lines 30-50).

As per claims 37-43, Angles et al. and Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: Coli et al.: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: Coli et al.: column 7, lines 25-47).

Angles et al. and Coli et al. fail to teach filtering of patient medical information including displaying or not displaying drugs the patient is allergic to.

Mayaud teaches a Problem button (50, Fig. 3) that brings up a patient problem history information screen as shown in Fig. 12 which includes patient's drug related allergies, or drug reactions (filtering) and is activated by the Allergies button (52, Fig. 3) (see: column 20, lines 20-40).

The obviousness for combining the teachings of Mayaud in the system of Angles et al. and Coli et al. are discussed in the rejection of claim 30, and incorporated herein.

As per claim 44, Angles et al. and Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the

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patient as part of the test results reporting output (see: Coli et al.: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: Coli et al.: column 7, lines 25-47).

Angles et al. and Coli et al. fails to teach filtering pharmaceutical advertisements for drugs that are not included in the formulary of the patient's insurance company.

Mayaud teaches that the patient record including the patient's histories can show not only the drugs prescribed, but also the conditions for which they were prescribed, allergies, demographics, insurance coverage, treating health care providers, and so on (see: column 21, lines 33-37). In addition, Mayaud teaches a Problem button (50, Fig. 3) that brings up a patient problem history information screen as shown in Fig. 12 which includes patient's drug related allergies, or drug reactions (filtering) and is activated by the Allergies button (52, Fig. 3) (see: column 20, lines 20-40).

The obviousness for combining the teachings of Mayaud in the system of Angles et al. and Coli et al. are discussed in the rejection of claim 30, and incorporated herein.

As per claim 64, Angles et al. teaches a system and method for delivering customized advertisements to users of interactive device including computers connected to on-line services, interactive kiosks, interactive television system and the like (see: column 2, lines 49-62 and abstract). The system includes a consumer computer (10, Fig. 1), a content provider computer (14, Fig. 1) and advertisement provider computer (18, Fig. 1), which communicate with each other by use of a communication medium (20, Fig. 1) (see: column 7, lines 60-64). In addition, Angles et al. further teaches that a consumer directs the consumer computer (12, Fig. 1) to

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communicate with content provider computer (14, Fig. 1) via the communication medium (20, Fig. 1) and based the consumer's profile, the advertisement provider computer (18, Fig. 1) selects an appropriate customized advertisement (30, Fig. 1) then sends it to the consumer computer (12, Fig. 1) (see: column 7, lines 65 to column 8, lines 28). Additionally, Angles et al. teaches that the advertisement provider computer (18, Fig. 4) utilizes a variety of modules to store customer information and to generate customized advertisements (30, Fig. 1). The modules include a registration module (60 Fig. 4), an advertising module (62, Fig. 4), a registration database (68, Fig. 4), an advertisement database (70, Fig. 4) and an accounting database (72, Fig. 4) (see: column 13, lines 34-47 and column 15, lines 32-43).

Angles et al. fails to explicitly teach displaying targeted healthcare product information, prescription writing habits of a healthcare provider, selecting an advertisement for display to a user that is related to the at least one of the plurality of sources and transmitting the healthcare advertisement for electronically displaying to the user.

Coli et al. teaches a network-based system and method for ordering and cumulative results reporting of medical test at a hospital or physician office that includes advertising for a particular drug treatment or medical device that may be needed by the patient as part of the test results reporting output (see: column 4, lines 25-35 and abstract). In addition, Coli et al. teaches a client computer is programmed to display advertising and product information after receiving a request the user's computer (see: column 7, lines 25-47). Furthermore Coli et al. teaches at block 1710, that the computer using a communications network, such as the internet or a private network is used to create a complete cumulative results reporting record for that patient (see: column 18, lines 3-8).

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The obviousness for combining the teachings of Coli et al. and Angles et al. are discussed in the rejection of claim 1, and incorporated herein.

Angles et al. and Coli et al. fail to teach the prescription writing habits of a healthcare provider.

Mayaud teaches a manually maintainable problem record maintenance screen for physician to maintain their own personal customized prescription, diagnosis, allergy or other useful lists to supplement the automatically maintained system lists (see: column 44, lines 19-48 and Fig. 14).

The obviousness for combining the teachings of Mayaud in the system of Angles et al. and Coli et al. are discussed in the rejection of claim 30, and incorporated herein.

As per claim 74, Angles et al., Coli et al. and Mayaud all use a computer system with software to run all the programs performed on the system (see: Angles et al.: column 3, lines 21-30, Coli et al. column 9, lines 4-17, and Mayaud column 7, lines 13-20).

### ***Conclusion***

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

In related art (6,317,789) Rakavy et al. teaches a method and apparatus for selecting advertisements and other information from a computer network database.

In related art (6,298,348) Eldering discloses a consumer profiling system in which consumer profiles can be access by advertisers who transmit information characterizing their ads.

In related art (6,073,375) Fant provides a display advertising system placed on one side of a two-panel elevator access door.

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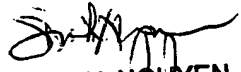
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert W. Morgan whose telephone number is (703) 605-4441. The examiner can normally be reached on 8:30 a.m. - 5:00 p.m. Mon - Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Thomas can be reached on (703) 305-9588. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 305-7687 for regular communications and (703) 305-7687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 308-1113.

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RWM  
rwm  
January 13, 2003

  
DINH X. NGUYEN  
PRIMARY EXAMINER

<b>Notice of References Cited</b>	Application/Control No. 09/440,557	Applicant(s)/Patent Under Reexamination LIPSCHER ET AL.	
	Examiner Robert W. Morgan	Art Unit 3626	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,018,713	01-2000	Coli et al.	705/2
	B	US-6,385,592	05-2002	Angles et al.	705/14
	C	US-6,317,789	11-2001	Rakavy et al.	709/224
	D	US-6,298,348	10-2001	Eldering, Charles A.	707/10
	E	US-6,073,375	06-2000	Fant et al.	40/594
*	F	US-5,845,255	12-1998	Mayaud, Christian	705/3
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

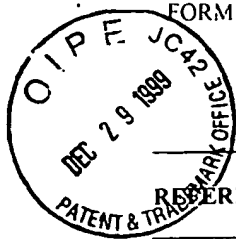
**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.



J 1999

APPLICANT

FILING DATE

11/15/1999

GROUP

~~Unknown~~

3626

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
RWM	AA	5,737,539	4/7/98	Edelson et al.	705	3
RWM	AB	5,772,585	6/30/98	Lavin et al.	600	300
RWM	AC	5,778,882	7/14/98	Raymond et al.	600	513
RWM	AD	5,845,255	12/1/98	Mayaud	705	3
RWM	AE	5,946,646	8/31/99	Schena et al.	702	177

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLAS	TRANSLATION	
							YES	NO

## OTHER REFERENCES (including Author, Title, Date, Pertinent Pages, etc.)


EXAMINER

Robert W. Morgan

DATE CONSIDERED

1/3/03